



## NCR Takes New SelfServ ATMs on Four-City U.S. Roadshow

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Complements Global Discovery Tour, Helping ATM Deployers Discover

the Added Value of the Next Generation of Self-Service

DAYTON, Ohio--(BUSINESS WIRE)--April 9, 2008--NCR Corporation (NYSE: NCR) is giving financial industry customers the opportunity to discover the difference the company's innovative new family of self-service automated teller machines (ATMs) can make toward ensuring greater consumer satisfaction and increased operational efficiencies.

NCR SelfServ(TM) is the world's first ATM able to self-regulate and mitigate common software and USB communications failures. These are issues that could have taken up to four hours for a technician to fix and now can be resolved automatically in less than 20 minutes. This "self-healing" capability is a key principle behind SelfServ's unique ability to deliver greater ATM availability and higher customer satisfaction.

The four-city U.S. roadshow began last week at NCR's Self Service Universe event in Orlando and continues tomorrow in Charlotte, N.C. The new ATMs will also be seen at month's end in Orange County, Calif. and later in New York City. The roadshow is part of a global discovery tour that already has showcased SelfServ in Dubai and Toronto, and is scheduled throughout the spring and summer at approximately 20 locations around the globe.

According to NCR, several leading U.S. financial institutions have already placed significant orders for NCR SelfServ units, with a number of rollouts underway.

"We have been very pleased with the response to this new line, which tells us that all the research and experience we put into its development are paying off. Customers get very excited when they see the capabilities and understand the added value SelfServ can deliver," said Brian Bailey, NCR vice president for Financial Industry Marketing. "It's not just about the debut of a new ATM. It's about discovering that there really is more to the ATM than you might imagine. Financial institutions are now using the ATM to capitalize on new consumer demands by offering innovative transactions like deposits, bill payment, statement printing and updating personal particulars such as address and phone number."

From simple cash dispensers to drive-up ATMs, the new NCR SelfServ family is designed to address consumer habits and expectations, and to handle the increasingly sophisticated transactions demanded by ATM users. As consumers do more through the ATM channel, it becomes increasingly important to ensure the ATM network is constantly up and running. The cost of poor ATM availability can result in decreased customer service. NCR has estimated, based on an average 100-unit ATM channel, that improved ATM availability could mean improved service to up to 16,000 more consumers within the same period of time.

NCR research also indicates that over half of ATM downtime is due to the need to restock cash or receipts, a task often done by branch staff. The interactive instructions and lead-through panels on NCR SelfServ now allow staff to easily and quickly fix more of these common errors. The units also feature environmental benefits such as NCR's patented two-sided thermal technology, which reduces the amount of paper consumed, while also taking advantage of longer paper rolls and a dual receipt roll dispenser with auto-changer functionality.

Financial institution and ATM deployer representatives wishing to attend one of the invitation-only roadshow events should contact their NCR sales representative. Journalists are also welcome to attend and are asked to contact Lorraine Russell at [lorraine.russell@ncr.com](mailto:lorraine.russell@ncr.com) or (937) 445-3784.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, gaming and public sector organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Dayton, Ohio.

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